

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of November 10, 2015

ITEM TITLE: *(Please define the subject; e.g., change order – Berkeley City College)*

Request approval to increase the ICC # 16943 for Jennifer Owen-Blackmon from \$23,000 for an additional \$35,000, totaling \$58,000 for FY 15-16.

SPECIFIC BOARD ACTION REQUESTED:

Request approval to increase the ICC # 16943 for Jennifer Owen-Blackmon from \$23,000 for an additional \$35,000, totaling \$58,000 for FY 15-16.

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM. IF A VENDOR IS INVOLVED, PLEASE INCLUDE THE COMPANY NAME AS WELL AS THE INDIVIDUAL.)*

Increase of this contract will enable the College of Alameda to continue to move forward with foundational communications work. These communications projects are expected to include:

- Continuing communications support for the President’s Roundtable and Alameda Promise
- Completion of “COA in the Community” brochure and related collateral
- Continuation of “COA Splash” newsletters every two weeks
- Limited communications/ content consulting on COA website redesign
- Project management support for COA mural project
- Next steps stemming from the Brand Discovery project final report
- Other communication support as needed

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

The source of funding for the additional \$35,000 is from the College’s facilities revenue account:

2-10-201-5105-1-660100-3115-00

The total amount for the Contractor including the original ICC amount will be \$58,000.

GENERAL FUNDS

BACKGROUND/ANALYSIS:

DELIVERABLES AND SCOPE OF WORK:

Increase of this contract will enable the College of Alameda to continue to move forward with foundational communications work. These communications projects are expected to include:

- Continuing communications support for the President’s Roundtable and Alameda Promise
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ANTICIPATED COMPLETION DATE:

ALTERNATIVES/OPTIONS:

EVALUATION AND RECOMMENDED ACTION:

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):

YES _____ No X

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? (VICE CHANCELLOR)

(*****Board contract approval is subject to negotiation and execution by the Chancellor.)

DOCUMENT PREPARED BY:

Prepared by: Dr. Joi Lin Blake
 Dr. Joi Lin Blake, President, College of Alameda

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: *Dr. Joi Lin Blake*
 Dr. Joi Lin Blake, President, College of Alameda

FINANCE DEPARTMENT REVIEW

X Finance review required _____ Finance review *not* required

If Finance review is required, determination is: X Approved _____ Not Approved

If not approved, please give reason: _____
